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On the Move

11.15.2012 | Hot Topics, Campus and Community, Students, Catholic, International, Service and Giving, Faculty

US Airways travelers throughout the busy month of November are reading why students from across the globe are flocking to the University of Dayton.

The eight-page story, "University of Dayton: Addressing Faith and Reason in a Smaller World," describes a university that has embraced globalization while sustaining its Catholic, Marianist principles and raising the bar in the classroom and on the playing fields. To read the full story,

click on the related link.

The piece features "forward-thinking" curricular achievements, such as the new Common Academic Program for all undergraduates and the Institute for Pastoral Initiative's online courses and certificate programs for Catholic educators offered 24-7 in farflung corners of the globe.

The article also includes eye-catching images of the newly opened University of Dayton China Institute in Suzhou Industrial Park and the innovative Davis Center for Portfolio Management, where students manage more than \$14 million of the University's endowment.

Division I intercollegiate athletics are big on campus, but the University takes as much pride in the academic achievements and the service hours student-athletics log each year as the national competitiveness of the teams. For instance, the nationally ranked women's volleyball squad hosts a "Spike-Out Bullying" event for elementary schools.

"The event — or perhaps even more so, its influence — is yet another example of the University of Dayton's Marianist vision: to create a community of dignity and respect, not only within its confines but beyond."

The special section in the magazine is part of an accelerated national marketing push, which includes:

- Full-page monthly ads in *US Airways Magazine*. The image-building ads have promoted such initiatives as the School of Engineering's 100th anniversary and the nationally ranked entrepreneurship program.
- a microsite about the University of Dayton on *The Chronicle of Higher Education's* website, the world's most visited academic site. The site is updated monthly with stories about noteworthy faculty, research, globalization and sustainability initiatives. Click on the related link above.
- a new national television commercial that is expected to launch in January.
- a social media scholarship contest that invites prospective students to create entertaining and imaginative videos about how they will make their mark. Three winners will be selected, based partially on votes, to receive a total of \$50,000 in scholarships. Entries will be accepted beginning in February.

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